

## CLAIMS:

1. A method for predicting a level of interest in an available item, comprising the steps of:
  - obtaining one or more recommendation scores for said available item based on a history of selecting said available item by a plurality of individuals; and
  - predicting a level of interest in said available item based on said one or more recommendation scores.
2. The method of claim 1, wherein said one or more recommendation scores for said available item is a unique recommendation score for each of said plurality of individuals.
3. The method of claim 1, wherein said one or more recommendation scores for said available item is an aggregate recommendation score for said plurality of individuals.
4. The method of claim 1, wherein said obtaining step further comprises the step of averaging a plurality of recommendation scores for said available item.
5. The method of claim 1, wherein said obtaining step further comprises the step of receiving said one or more recommendation scores from at least one remote recommender.
6. The method of claim 1, wherein said obtaining step further comprises the step of receiving said history of selecting from at least one remote recommender.
7. The method of claim 1, further comprising the step of comparing said predicted level of interest to an actual level of interest and generating a correction factor to compensate for errors in said predicted level of interest.

8. The method of claim 1, further comprising the step of updating said history of selecting based on whether said available item was actually selected by at least one of said plurality of individuals.

9. The method of claim 1, wherein said available item is a program and said level of interest is a size of an audience for said program.

10. The method of claim 1, wherein said available item is content and said level of interest is a size of an audience for said content.

11. The method of claim 1, wherein said available item is a product and said level of interest is a number of customers who will purchase said product.

12. The method of claim 1, wherein said plurality of individuals are subscribers of a service provider in one or more geographic areas.

13. The method of claim 1, wherein said level of interest is based on a percentage of said plurality of individuals to which said available item is highly recommended.

14. The method of claim 13, wherein an available item is highly recommended if the item had a recommendation score exceeding a predefined threshold.

15. The method of claim 13, wherein an available item is highly recommended if the item is in a top-N list of recommended items for at least one of said plurality of individuals.

16. The method of claim 1, further comprising the step of adjusting a price of advertising associated with said item based on said predicted level of interest.

17. The method of claim 1, further comprising the step of adjusting a content of advertising associated with said item based on demographic information of individuals who are predicted to be interested in said item.

18. The method of claim 1, further comprising the step of determining a number of said items to produce based on said predicted level of interest.

19. An apparatus for predicting a level of interest in an available item, comprising:

a memory; and

at least one processor, coupled to the memory, operative to:

obtain one or more recommendation scores for said available item based on a history of selecting said available item by a plurality of individuals; and

predict a level of interest in said available item based on said one or more recommendation scores.

20. The apparatus of claim 19, wherein said processor is further configured to compare said predicted level of interest to an actual level of interest and generate a correction factor to compensate for errors in said predicted level of interest.

21. The apparatus of claim 19, wherein said processor is further configured to update said history of selecting based on whether said available item was actually selected by at least one of said plurality of individuals.

22. The apparatus of claim 19, wherein said available item is a program and said level of interest is a size of an audience for said program.

23. The apparatus of claim 19, wherein said level of interest is based on a percentage of said plurality of individuals to which said available item is highly recommended.

24. The apparatus of claim 23, wherein an available item is highly recommended if the item had a recommendation score exceeding a predefined threshold.

25. The apparatus of claim 23, wherein an available item is highly recommended if the item is in a top-N list of recommended items for at least one of said plurality of individuals.

26. The apparatus of claim 19, wherein said processor is further configured to adjust a price of advertising associated with said item based on said predicted level of interest.

27. The apparatus of claim 19, wherein said processor is further configured to adjust content of advertising associated with said item based on demographic information of individuals who are predicted to be interested in said item.

28. An article of manufacture for predicting a level of interest in an available item, comprising:

a machine readable medium containing one or more programs which when executed implement the steps of:

obtaining one or more recommendation scores for said available item based on a history of selecting said available item by a plurality of individuals; and

predicting a level of interest in said available item based on said one or more recommendation scores.